



Planning for Success by Building from the Ground Up



Case Study:

*Integrated Marketing
Traditions of America*

Website:

TraditionsofAmerica.com

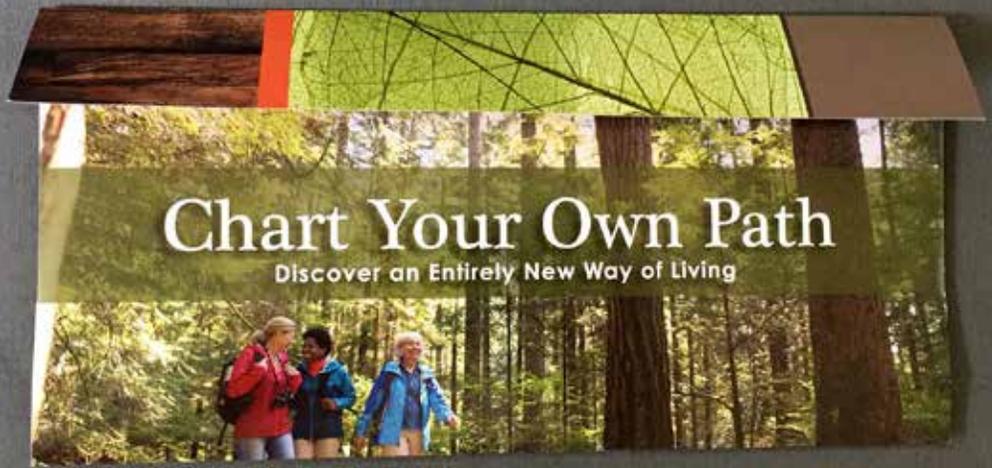
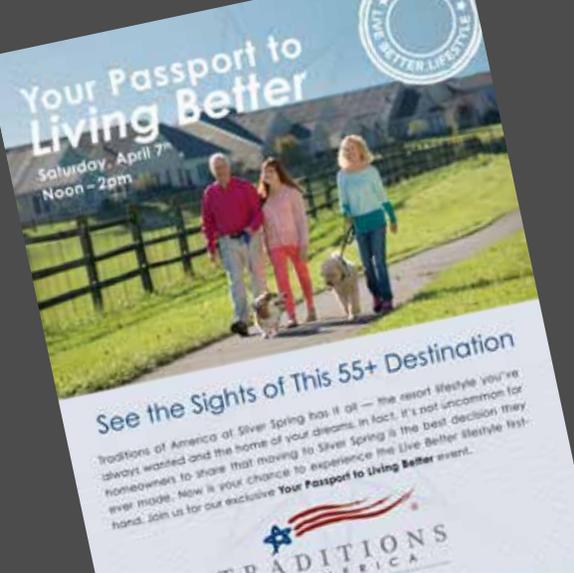
Industry:

Active Adult Homebuilder

The Situation

In 2012, Pennsylvania-based active 55+ community builder Traditions of America began to experience stagnating sales. After successfully launching several resort-style communities for adults ages 55+, they found that managing the process of opening, selling and closing out multiple communities simultaneously was becoming complicated and cumbersome.

Traditions of America had previously marketed each of its communities under a unique name and website with minimal cross-promotion. Every new community required a new name, logo, website, collateral and marketing campaign to create brand awareness all over again. They recognized this was inefficient and could no longer achieve the results they needed. They contacted Creating Results to help them improve traffic and conversion rates and better scale their marketing efforts.



TESTIMONIAL:

"What separates the best from the rest is the urgency with which they apply expertise on their client's behalf. Creating Results understands this and has demonstrated their commitment to quickly addressing challenges throughout our partnership."

NATHAN JAMESON,
Traditions of America

Strategy

After bringing Creating Results on board, the partners were anxious to move forward quickly with executing new marketing efforts. We recommended a more measured, strategic approach before jumping into tactics. We knew that marketing communities individually would not allow Traditions of America to achieve the goals that had been outlined by the community's leadership:

- Reduce time to purchase
- Increase homeowner investment (customization and upgrades)
- Reduce community launch time
- Realize economies of scale

Our first priority was to complete a discovery process. During the process, it was revealed that Traditions of America was wasting money and confusing consumers by marketing their communities individually. We helped them refocus their efforts and investments to improve ROI, shorten their sales cycle and simplify their marketing.

The prospect of switching to a centralized branding and marketing approach was concerning for Traditions of America as it would initially slow progress and require a considerable investment of time and money. We worked closely with the partners to help them understand the mid- and long-term benefits of changing their approach and they approved our ambitious plan. Next, we moved forward with marketing all their communities under a new core brand supported by an integrated marketing program.



DreamHome
Whether you are building a custom home from the ground up or personalizing an existing structure, we can help you bring your dream home. Create a beautiful home built to suit a dramatic kitchen, perfect for entertaining. Make your new home suit your needs and reflect your style. Our communities have a Design Studio filled with every you can customize your new home. Our in-house professional designers will help you explore the many choices in flooring, cabinetry, countertops, lighting and more to design a new home that is yours in every way.

PriceProtection
Every Tradition of America customer enjoys protection from the ups and downs of shifting prices. At the price of your new home (before your contract 20% and settlement) we'll credit you the difference of closing.

PerfectTiming
Choose your home, lock in the price and move when you're ready. Perfect Timing's most future residents select to build their new home immediately, come out for longer term delivery. If your move is being delayed beyond a settlement date, simply event, it says you need more time to get out of all that stuff. PerfectTiming provides you to select your immediate and new home, lock in the price and choose your settlement date today so you can withdraw uncertainty (and not worry about the future).

SOLUTIONS

By hitting the "pause button" we were able to develop the foundational tactics needed to effectively set the stage for success. These tactics remained the foundational elements of our work for them over the next 16 years.

REBRANDING PROGRAM

After developing a brand communications strategy that articulated the common benefits shared by all of their communities, we built a comprehensive visual identity package and editorial guidelines.

INTEGRATED MARKETING PLAN

To maximize ROI, we leveraged on- and off-line tactics to promote multiple communities simultaneously. We supplemented those with community-specific initiatives to increase brand awareness, generate new leads and motivate action.

CREATIVE CAMPAIGN

Visually captivating and engaging campaigns were designed to stand out in a crowded marketplace while providing continuity to aid brand recognition.

REDESIGNED WELCOME CENTERS & DESIGN STUDIOS

Traditions of America had previously used trailers for their Welcome Centers and Design Studios. While these spaces were far better than their local competitors, we presented a business case for creating permanent spaces to create a more pleasant and engaging experience to help increase conversion rates and option purchases.

EXPERIENTIAL EVENTS

Tightly choreographed to create energy and excitement, community events allowed prospects to experience each community's lifestyle in an personal, interactive way.



Results

The ongoing success of our marketing efforts for Traditions of America can't be attributed to any single tactic. From the beginning, our approach was built on the knowledge that every interaction with Traditions of America was critical to their success, and that any new plan had to be built from the ground up.

The Traditions of America brand experience impacts all stages of the purchase journey, from the first inquiry and the first drive past the community to home ownership and every day living as an active community member. When residents become brand ambassadors—as they often do at their communities—the process comes full circle.

3,476

**AVERAGE
LEADS**

251

**AVERAGE
SALES**

1,415

**SOCIAL MEDIA
FOLLOWERS**

644,094

WEB VISITORS
(last 4 years)

4,575,994

PAGE VIEWS
(last 4 years)

2013–2017 ROI *(annual figures)*

everything mature consumers experience

Creating Results is a generational marketing agency with more than 25 years of experience in senior living and 55+ housing. Exclusively focused on 50+ audiences, we design solutions for each client's competitive landscape, assets and goals.

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